



JBC MEDIA GROUP ADVERTISING INVENTORY

ABOUT US

JBC Media Group is a 100% black owned outdoor media company rooted in Durban.

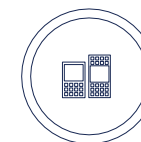
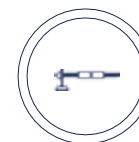
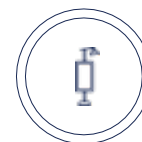
The company currently holds sole advertising rights at 8 of South Africa's airports, Durban, Ballito, Port Shepstone, Scottburgh, Eshowe and Pietermaritzburg.

We've just been recently awarded the contract for outdoor advertising for the whole of Eastern Cape Province..

JBC Media has an aggressive growth strategy to become the largest black media owner & partner in KZN.

■ Current projects include:

- eThekweni Metro Business Support Mentorship Programme – 60 billboard programme
- Zimbali Lakes – LED billboards and street pole advertising
- Umlalazi Municipality – Management of all outdoor advertising
- Umdoni Municipality – Management of all outdoor advertising
- Ray Nkonyeni Municipality – Management of all outdoor advertising
- OR Tambo International Airport – rights awarded for multi product rights
- Eastern Cape Province – Outdoor Advertising rights



OUR DIGITAL INVENTORY



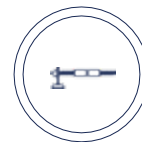
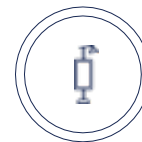
UMHLANGA-GATEWAY SHOPPING



DURBAN NORTH-KENSINGTON CENTRE



UMLAZI V SECTION



GATEWAY SHOPPING CENTRE

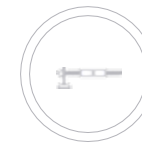
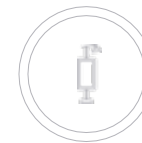
Digital Billboard, Durban, Umhlanga



Description

Situated in the heart of Umhlanga Ridge, just up the road from the Gateway Shopping Centre. The digital screen is visible to all traffic moving along Umhlanga Rocks Drive from the M41 towards the Umhlanga Village, Umhlanga Rocks and Gateway shopping centre. Situated at the main traffic circle increasing the dwell time to both lanes of traffic that enter the intersection.

Size	3m (H) X 6m (W) = 18SQM	Province	Durban
GPS.	29°43'29.9"S 31°04'17.7"E	City	Umhlanga KZN Sharks Board
Audience	LSM 7-10+	Suburb	Umhlanga CBD
Reach	55,000 per day	Available	Immediately



DURBAN NORTH KENSINGTON CENTRE

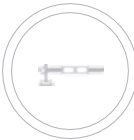
Digital Billboard



Description

Situated in the heart of Durban north on Adelaide Tambo Dr that runs from Durban North through to La Lucia and Umhlanga. This digital screen is a gateway site to all commuter vehicles in Durban. Surrounded by a host of QSR's, retail stores and nightlife restaurants.

Size	3m (H) X 6m (W) = 18SQM	Province	KwaZulu Natal
GPS	29°47'02.7"S 31°02'25.5"E	City	Durban
Audience	LSM 4-7+	Suburb	Durban North
Reach	3 322 276 per month	Available	Immediately



UMLAZI V SECTION

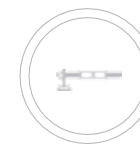
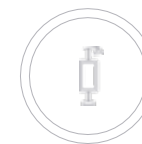
Digital Billboard



Description

A superbly positioned drivers left screen, on the extremely busy Griffiths Mxenge (Mangosuthu) Highway, facing all traffic heading in and out of Umlazi, towards Umlazi Mega City and the M4 Freeway. Umlazi is a township in KwaZulu-Natal, South Africa, located south-west of Durban. It is the fourth largest township in South Africa, after Soweto, Tembisa and Katlehong and the biggest in Durban.

Size	3m (H) X 6m (W) = 18SQM	Province	KwaZulu Natal
GPS	29°57'29.9"S 30°55'38.5"E	City	Durban
Audience	LSM 1-4+	Suburb	Umlazi V Section
Reach	4 289 401 per month	Available	Immediately



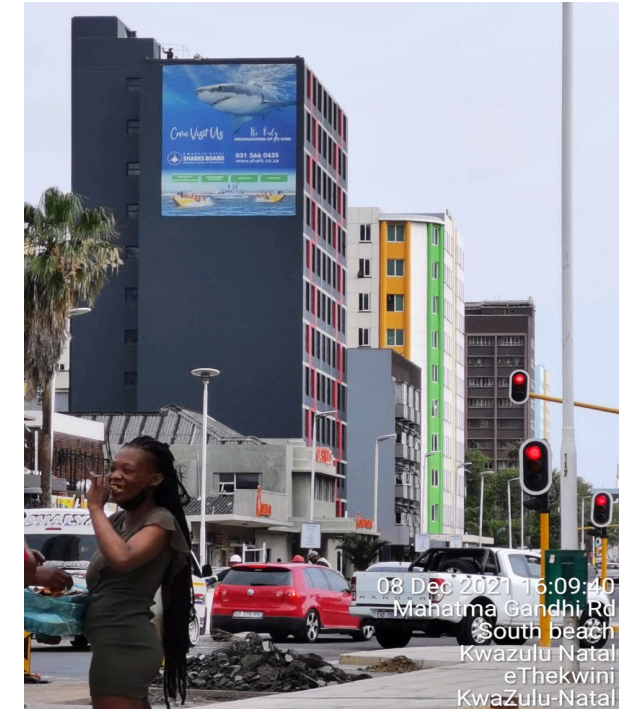
OUR STATIC BILLBOARDS



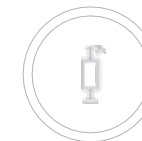
96 Denis Hurley Str – Durban CBD



56 Johannes Nkosi Str - Durban CBD



438 Mahatma Gandhi Str - Durban



STREET POLE ADS NETWORK



KING SHAKA INTERNATIONAL AIRPORT



PORT SHEPSTONE – SHELLY BEACH



SCOTTBURGH



WHY OUT OF HOME (OOH)

Diversity

OOH amplifies and complements other media campaigns, broadening broadcast, such as: online, print, radio and TV

Broad footprint

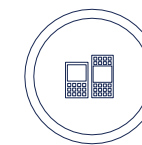
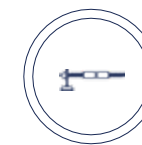
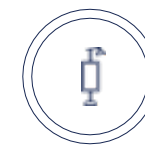
Targets a large and diverse consumer market on route to home, work, shop and play. OOH delivers high reach and frequency continuously at each strategic geographic location.

Strong Performance

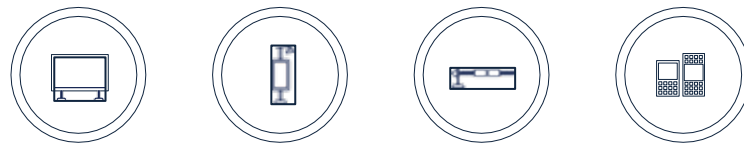
Positively impacts purchase behavior impacting consumers awareness and recognition

Value for Money

OOH delivers a lower cost per thousand, compared to other media, seen instantly by a captive audience, without being able to be switched off, put down or blocked



CONTACT US



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